

Jonas Peterson



Educational Attainment



Master of Professional Studies, Community and Economic Development
Pennsylvania State University, University Park, PA

Postbaccalaureate Certificate, Community and Economic Development
Pennsylvania State University, University Park, PA



Master of Business Administration
North Dakota State University, Fargo, ND

Bachelor of Science, Agricultural Economics
North Dakota State University, Fargo, ND
(Student Body President)

Leadership + Technical Training



STANFORD
GRADUATE SCHOOL
OF BUSINESS

Stanford Graduate School of Business, Palo Alto, CA
(Stanford Executive Program) (NPL)



UNIVERSITY OF
OXFORD

Oxford University, Saïd Business School, Oxfordshire, England
(Executive Leadership Programme)



HARVARD
Kennedy
School

Harvard University, John F. Kennedy School of Government, Cambridge, MA
(Executive Leadership Series)



THE UNIVERSITY
OF ARIZONA

Eller College of Management, University of Arizona, Tucson, AZ
(Certified in Public Policy and Management)
> Southwest Leadership Program



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

International Economic Development Council, Washington, D.C.
(Certified Economic Developer—CEcD)
> Economic Development Planning
> Managing Effective ED Organizations
> Technology-led Economic Development
> Business Retention and Expansion
> Real Estate Development and Reuse
> Economic Development Finance



Economic Development Institute, University of Oklahoma, Oklahoma City, OK
(Economic Development Institute)



University of Minnesota, Duluth, MN
(Certified Business Retention and Expansion Consultant)
> Upper Midwest Course

Employment Experience



President & CEO, COO — Las Vegas Global Economic Alliance, Las Vegas, NV

6/'13–Present

- > Led the start-up and rapid growth of one of the most productive community and economic development organizations in the southwestern U.S.
- > Assembled and engaged one of Nevada's largest and most influential business leadership Board, known as the LVGEA 50.
- > Along with many partners, elevated Nevada from 50th to 1st in job creation per capita (2012–2017).
- > Along with support from a broad coalition of business, nonprofit, and economic development partners, helped lead Nevada's Business Information Network for COVID-19 response and recovery.
- > Led local, state and federal advocacy campaigns.
- > Instilled an enduring culture of trust, innovation, excellence and focused leadership.
- > Implemented next-gen strategies for talent development, target industry advancement and business attraction, retention and expansion.
- > Led teams which envisioned and launched Vegas, Here You Can talent attraction campaign.
- > Built out highly successful signature event series including: State of Economic Development, Vegas Perspective, Federal Forum, Annual Awards Dinner, and Outlook. Average attendance rose from 0 to over 400 per event in 2019.
- > Facilitated international trade missions and business recruitment trips, primarily in England, Ireland, Australia and the Americas.
- > Led a team which helped over 250 companies create 25,000+ high-wage jobs since 2012. Notable assisted companies include Virgin Hyperloop One, Barclays, Amazon., Switch, Google, and many others.



President & CEO—Santa Clarita Valley Economic Development Corporation, Santa Clarita, CA

6/'10–6/'13

- > Led the start-up and operations of a public-private partnership to advance the economy in one of California's fastest growing regions.
- > Organized and implemented one of Southern California's most productive business attraction and expansion campaigns.
- > Assisted in the location or development of: 1) Disney/ABC Studios at The Ranch (890 acre Movie Ranch with 3,000+ jobs); 2) Newhall Ranch - One of California's largest, master-planned communities (12,000 acres to support 60,000 homes and 20,000 jobs), and; Valencia Commerce & Industrial Center.



Director, Deputy Director — Mohave County Community and Economic Development Department, Kingman, AZ

6/'05–6/'10

- > Implemented a nationally recognized business retention and expansion program, know as Building Bridges to Business (B3).
- > Assisted in the location and development of notable companies such as Ford Motor, Chrysler, Nucor Steel and some of the largest wind and solar energy production projects in the southwestern U.S.

Professional Activities & Awards



International Economic Development Council

- > Treasurer/Secretary
- > Governance Committee Member (2017–Present)
- > Board Member (2014–Present)
- > Racism and Economic Development Task Force (2020)
- > Planning & Business Development Committee Chairman (2018, 2020)
- > Leadership Summit Host Committee Chairman (2018)
- > New Economic Development Practitioner of the Year Award (2010)
- > Excellence in Economic Development Awards (2008, 2017, 2018)



Nevada Economic Development Association

- > Economic Developer of the Year Award (2019)



Arizona Association for Economic Development

- > Economic Developer of the Year Award (2010)
- > Board of Directors (2010)
- > Business Retention and Expansion Committee Member (2012)



Southern Nevada Council of Chambers

- > Founding Chairman (2016–Present)



WaterStart

- > Board Member & Communications Partner (2016–Present)



Development Counsellors International

- > Forty under 40 Award for Rising Stars in Economic Development (2013)

Example Speeches & Publications



Citation: Peterson, Jonas and Snow, John. "[Workforce Blueprint 2.0](#)." Las Vegas Global Economic Alliance, 2019.

Summary: This report serves as the foundation for Southern Nevada's workforce development and talent strategy.



Citation: Peterson, Jonas. "[State of Economic Development Keynote Address](#)." 25:00–4:00. January, 2020. Green Valley Ranch Conference Center.

Summary: This keynote discusses the importance of growing middle class jobs while highlighting LVGEA's economic development achievements and outlining strategic priorities.



Citation: Peterson, Jonas. "[Southern Nevada Workforce Report Card Keynote Address](#)." 1:40 – 15:15. B.E. Engaged Workforce Summit. Smith Center for the Performing Arts. March, 2017.

Summary: This keynote provides a data-driven look at strategies to overcome common workforce misperceptions in Southern Nevada.



Citation: Peterson, Jonas. "[Vegas 2.0: Rebooting Nevada's Economic Engine](#)." IEDC Economic Development Journal, 2014. 16 pages.

Summary: This article highlights the rapid transformation of economic development systems in Southern Nevada and the resulting economic impacts.